



## Corporate Case Studies



## COMPANY PROFILE

**Statewide Oil Distributors** is a West Australian owned and operated company, established in 1985. Operating from facilities in Perth and Kalgoorlie, the company is a strategic partner of **Mobil Oil Australia** – selling and distributing Mobil products across the state. Specialising in Mobil lubrications, **Mobil Statewide Oil** offer a fully integrated service to allow all matters of sales, administration and logistics to be controlled at a local level.

The company has been controlled by the Pearson's family since its inception. Currently, Bob Pearson holds the title of company chairman and Bob's son Todd controls all day to day operations under the Managing Director's title, supported by Andrew Grime, who is General Manager of Statewide Oil Distributors.

## PROJECT OBJECTIVES

Mobil Statewide Oil required a steady stream of qualified leads to provide their sales representatives with an opportunity to discuss the superior quality of Mobil products, with prospects currently using alternative providers.

Sales Pipeline was engaged to develop a full business development platform to facilitate this "foot in the door". Sales Pipeline identified the emphasis that Statewide Oil place on providing a superior level of customer service as a potential means of leveraging future sales. The concept of offering "free productivity audits" for mining sites throughout WA, provided a legitimate opportunity for Statewide Oil engineers/sales reps to connect with the person/s responsible for managing the oil and lubrication requirements for large companies in the WA mining sector.

## PROCESS

### ➤ Strategy and Script Development

A script was crafted to support operators in explaining the purpose of a proposed productivity audit, as well as outlining a strict set of prerequisites (company size, volume of product consumed, etc.) required to qualify potential leads.

### ➤ Data Management

Sales Pipeline sourced a current database of all mines presently in operation throughout the state. This was washed against Statewide's internal database to remove all duplications. The database was updated with additional information and rectified when necessary throughout the duration of the campaign.

### ➤ Outbound Calls

Telemarketers established the most appropriate point of contact for each company and introduced the opportunity accordingly. A discussion of previous success generated by productivity audits conducted by Statewide, encouraged contacts to consider converting to Mobil products – a range designed specifically with energy and cost saving in mind.

The capture of a direct phone number and a brief discussion of availability and product requirements with interested contacts provided the basis for a sales rep to make a follow-up call to book a time to have the audit completed.

### ➤ E-Communications

A company profile and Proof of Performance documents were compiled into a corporate eDM to support the initial call and direct traffic to Mobil Statewide Oil's website. Sales Pipeline managed the creation and distribution of all e-communications.



## RESULTS

By taking an active interest in understanding the core values at Mobil Statewide Oil, Sales Pipeline developed a bespoke lead generation program - designed to endorse the Mobil brand and provide sales reps with concrete opportunities to engage potential custom.

Sales Pipeline generated a number of strong potential leads for Mobil Statewide Oil sales representatives, whilst simultaneously developing a valuable contact database which can be used for future business development endeavours. Certain leads produced by this specific campaign have since converted into some of Mobil Statewide's prized "whale clients".

## TESTIMONIAL

*"The team at Sales Pipeline offered our organisation a comprehensive business development platform that could be fully integrated with our internal client management and sales structures. Acting as an outsourced business development unit, Sales Pipeline has assisted us by delivering consistent qualified leads to feed our sales team in addition to building and managing our communications database."*

**Andrew Grime – Statewide Oil, Managing Director**